

Message Text

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43

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 069993

R 100904Z APR 75
FM AMCONSUL NAHA
TO USDOC WASHDC UNN
INFO SECSTATE WASHDC 1669
AMEMBASSY TOKYO

UNCLAS NAHA 144
E.O. 11652: N/A
TAGS: BEXP, JA, BFOL, BTIO
SUBJECT: PRIVATE TRADE OPPORTUNITY
1. 588/03/P013
2. 041075
3. H. COCHRAN
4. 588 JAPAN
5. ADR
6. A. REPLY TO
B. EISHO HAMAGAWA, GENERAL MANAGER
C. WATANABE SHOJI CO., LTD., 1364 ISO, URASOE CITY,
OKINAWA (901-21) JAPAN
7. CABLE: NA TEL: NA
8. CO. REF: (FIN.) BANK OF OKINAWA, 235 YAFUSO,

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OKINAWA CITY.
9. 102 DIRECT SALE FOR RESALE
104-11 DIRECT SALE AND REPRESENTATION
9A SEEKING AGCY OR DIST.
10. DESCRIPTION:
2511761-0500. UNASSEMBLED OR KNOCK-DOWN WOOD HOUSEHOLD
FURNITURE SOLD IN KITS.
2511745-0000. UNPAINTED CHESTS OF DRAWERS
2511749-0000. OTHER FURNITURE IN THE WHITE.
2511200-0000. WOOD LIVINGROOM FURN.
2511300-0000. WOOD DINING/KITCHEN FURN.
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2511500-0000. WOOD BEDROOM FURN.

2511600-0000. INFANTS/CHILDREN WOOD FURN.
2512000-0000. UPHOLSTERED WOOD HOUSEHOLD FURNITURE.
FOR RESALE TO CONSUMERS THROUGH SIX RETAIL OUTLETS. BUYER
ESTIMATES ANNUAL SALES OF FURNITURE SOLD IN KITS AT \$500,000
AS MINIMUM. UNABLE ESTIMATE ON OTHER ITEMS, BUT TOTAL
OKINAWAN FURN. MARKET ABOUT \$5 MILLION PER YEAR. BUYER'S
1974 FURNITURE SALES WERE ABOUT \$1 MILLION. POTENTIAL

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SUPPLIERS SHOULD REPLY ASAP, QUOTE FOB OR CIF NAHA
(AMERICAN PRESIDENT LINES, STATES LINES, LYKES LINES HAVE
REGULAR SERVICE TO OKINAWA). PROBABLE PURCHASE DECISION IS
PRICE, QUALITY. FIRM ALSO REPRESENTS SINGER SEWING MACHINE.
TOTAL ANNUAL SALES OF FIRM ABOUT \$3 MILLION. EMPLOYS 90.
FIRM RELIES ON OWN FINANCIAL RESOURCES TO PROVIDE CONSUMER
FINANCE, THUS IS NOT TIED TO MAJOR JAPANESE FIRM. HAMAGAWA
WILL VISIT SAN FRANCISCO, NEW ORLEANS, DALLAS, LOS ANGELES
BETWEEN APRIL 28 AND MAY 11. CONTACT DOC FOREIGN BUYER
GROUP PROGRAM FOR DETAILS. CATALOGUES MAY BE SENT TO
ECON/COMML SECTION, AMERICAN CONSULATE GENERAL, APO
SAN FRANCISCO 96248 TO EXPEDITE DELIVERY TO BUYER.
SYLVESTER

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NNN

Message Attributes

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05 JUL 2006

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